

ASX ANNOUNCEMENT

16 March 2016

MedAdvisor appoints renowned industry figures to Advisory Board

Arthur Charlaftis, Chief Operating Officer of REA Group
Kos Sclavos, VP, Pharmacy Guild of Australia (Qld)
Mike da Gama, Executive Director of NostraData

Melbourne, 16 March 2016: MedAdvisor Limited (**ASX:MDR**) an Australian software developer focused on improving health outcomes by placing patients at the centre of connected health platforms, announces three new appointments to its Advisory Board.

The Advisory Board's members bring together years of experience and thought leadership in the pharmacy and pharmaceutical fields, and will offer strategic counsel to MedAdvisor as the Company commercialises its connected health platform.

Mr Robert Read, CEO of MedAdvisor, said: "As a growing company, having access to the right talent and experience is a valuable asset to the management and Board. We are delighted with the calibre of people we have been able to attract as advisors and view these appointments as critical in helping us achieve market penetration in Australia and beyond.

"**Mr Charlaftis** will be instrumental in helping drive further development of the MedAdvisor platform and generating even greater engagement with consumers, and **Mr Sclavos** brings to the position a wealth of experience in the pharmacy industry and will enable the Company to leverage new opportunities with pharmacies Australia-wide, as well as providing guidance on future programs focused on improving health outcomes for patients.

"We are also very pleased to welcome **Mr da Gama** to the Advisory Board, where his highly valuable pharmaceutical industry and data analysis experience will help lead MedAdvisor's penetration into multiple revenue generating channels."

Mr Arthur Charlaftis is the current Chief Operating Officer at REA Group (ASX:REA) a market-leading online real estate business with a \$6.6 billion market capitalisation. REA has an international presence through iProperty and its own brands. Mr Charlaftis also brings senior pharmaceutical experience to the advisory board as a former Vice President of GlaxoSmithKline Australia and senior roles at Eli Lilly.

Mr Kos Sclavos is a former National President of the Pharmacy Guild of Australia, holding this position for eight years between 2005 and 2013. He is currently Vice-President of the Pharmacy Guild of Australia (Qld Branch) and on the Board of Terry White Group Limited. Mr Sclavos is a Pharmacist and an industry consultant and an avid commentator on issues affecting his industry. His extensive industry experience and insights will be incredibly important for MedAdvisor as it identifies opportunities within the pharmacy channel.

Mr Mike da Gama was previously a director of MedAdvisor International, assisting with governance and pharmacy integration. As well as assisting other start-ups with market matters, Mr da Gama is currently an Executive Director of NostraData, one of Australia's leading data and insights

providers. NostraData focuses on retail analytics and is currently used by over 60% of Australian pharmacies, providing dispensary and point of sale insights. Mr da Gama also brings sales and marketing experience from GlaxoSmithKline Australia and Arrow Pharmaceuticals.

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About MedAdvisor

MedAdvisor is an Australian software systems developer focused on addressing gaps in personal medication adherence. MedAdvisor's free app connects to pharmacy dispensing systems to automatically retrieve medication records and drive an intelligent training, information and reminder system to ensure correct and reliable medication use. It was the most downloaded pharmacy or medication-related app in Apple and Android stores in Australia in 2014 and 2015, and is being used by more than 130,000 Australians. More than a quarter of all Australian pharmacies subscribe to the MedAdvisor software platform.

MedAdvisor has established sales and marketing partnerships with private health insurer, BUPA, and has training and service contracts with top tier global pharmaceutical companies, including GSK, AstraZeneca, UCB and Apotex. MedAdvisor has a Health Association Partnership with Epilepsy Queensland.

For more information

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